

JAN 27 1947

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, JANUARY 27, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Issued	1947 SPRING HOSIERY COLOR CARD Five new tones in Confidential Advance Hosiery Card for Spring 1947, just issued by the Textile Color Card Ass'n to its members--three shades specifically for nylon, two for silk and rayon. Contact: Margaret Hayden Rorke, Managing Director, CA. 5-5881	TEXTILE COLOR CARD ASSN. OF THE U.S.	200 MADISON AVENUE
Monday Jan. 27 9:00 A.M. Breakfast	PRESS PREVIEW OF MIDWINTER FURNITURE Preview of Macy's midwinter furniture on the 9th floor, followed by an informal buffet breakfast in the Executive Dining Room, 13th floor. Attendance by invitation only. (Use entrance at 151 West 34th St.) Publicity: Helen Law or Alicia Boland, CH. 4-2000, Ext. 2431 or 2554.	MACY'S NEW YORK	9TH FLOOR
Monday Jan. 27 2:30 P.M.	RUSSEKS PREVIEWS "FANTASY IN FASHION" Russeks Fifth Avenue previews "Fantasy in Fashion", a technicolor movie story of Spring fashions, designed by Moyen, and produced by Sam Friedlander. These clothes will be carried exclusively by Russeks in New York. By invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Beginning Monday Jan. 27	FIRST SHOWING OF SUMMER COLLECTION Andre d'Aulan will present informal showings of his summer collection. Attendance by appointment only. Contact: PL. 9-2320.	ANDRE D'AULAN	19 EAST 53RD ST.
Beginning Monday Jan. 27- Feb. 8	EXHIBITION OF DESIGNS FOR RKO Original sketches created by RKO-Radio Pictures' designer Edward Stevenson for Maureen O'Hara's costumes in "Sinbad the Sailor", currently playing at the Palace Theatre on Broadway. Also modern fashions for Susan Hayward in "They Won't Believe Me"; Myrna Loy in "The Bachelor and the Bobbysoxer"; Shirley Temple in "Honeymoon"; Claire Trevor in "Born to Kill"; and other RKO-Radio Pictures. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Monday Jan. 27	LONDON DESIGNERS SET OPENING DATES <u>Jan. 27:</u> Worth and Victor Stiebel; <u>Jan. 28:</u> Digby Morton and Bianca Mosca; <u>Jan. 29:</u> Molyneux and Charles Creed; <u>Jan. 30:</u> Peter Russell and Hardy Amies; <u>Jan. 31:</u> Norman Hartnell and Angele Delanghe. Non-members of the Society showing during this week include: Jacqueline Vienne, Mattli, Clive Duncan, Strassner and Wallace.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON ENGLAND
Jan. 27	OPENING OF ST. LOUIS SUMMER LINES		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 27- Feb. 1	WOMEN'S, CHILDREN'S WEAR ACCESSORIES MARKET Featured in this year's market week will be two clinics given by the Merchandise Mart. Contact: Ann Sheehan, Merchandise Mart, Chicago, Ill.	THE MERCHANDISE MART	CHICAGO ILLINOIS
Tuesday Jan. 28 10:00 A.M.	PRESS PREVIEW: NEW SPRING MILLINERY Braagaard will present his new Spring millinery to the press. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	BRAAGAARD	17 WEST 57TH STREET SALON
Tuesday Jan. 28 12:15 P.M. Luncheon	RETAIL DISTRIBUTION GROUP MEETING "Cooperative Advertising Allowances" will be discussed by Joseph Lorin, Vice President, Grey Advertising Agency; and Murray G. Kushell, Sales Promotion Mgr., Personna Blades. Price: \$2.00 to Members; \$2.25 to Non-Members. For reservations, contact: Rhoda Robbins, MU. 5-3600.	AMERICAN MARKETING ASSOCIATION	HOTEL SHERATON LEX. AVE. AT 37TH ST.
Tuesday Jan. 28 1:00 P.M. Luncheon	"HARMONY IN FASHION" MILLINERY LUNCHEON Florence Reichman will present "Harmony in Fashion", the all-important HAT attuned to the new dress silhouette at a luncheon fashion show for the opening of the Salon d'Elegance. Dresses by Rejean Reichman. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4600, Ext. 20. Contact: PL. 8-1525. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	FLORENCE REICHMAN (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 28 4:00 P.M. Tea	PRESS SHOWING OF ADVANCE SPRING BAGS Josef (of Gold Seal Importers, Inc.) will present an advance Spring collection of bags to the press. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	ST. REGIS HOTEL PENTHOUSE
Wednesday Jan. 29 1:00 P.M. Luncheon	PRESS LUNCHEON AND THEATRE PARTY Lane Bryant will give a preview of its new Fifth Avenue building to the press at a Luncheon-Theatre party to celebrate the opening of their new store. An original musical comedy story of Lane Bryant's history, featuring well-known personalities, will be given at 2:00 P.M., followed by a guided tour of the store. <u>Attendance by invitation only</u> . Publicity: Jerome Klein or Roslyn Kaye, LE. 2-0200, Ext. 9 or 10.	LANE BRYANT	465 FIFTH AVENUE THIRD FLOOR
Wednesday Jan. 29 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Spring suits, coats and dresses will be presented by Arnold Constable during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA. 5-2300, Ext. 202. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Postponed Jan. 30	THE DATE OF "SOUTHERN HOSPITALITY COCKTAIL PARTY", ORIGINALLY SCHEDULED BY OLD SOUTH PERFUMERS FOR THE OPENING OF THEIR WILLIAMSBURG ROOM AT 347 FIFTH AVENUE, HAS BEEN CHANGED TO WEDNESDAY, FEBRUARY 5TH.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 30 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW AND OPENING OF NEW SALON On the occasion of the opening of their new salon, J. Berle, Inc., will present a collection of foundation garments, lingerie, play and bathing suits created by Laure Belin, Paris. Attendance by invitation only. Contact: Anne Whitney Fogarty, EL. 5-2685.	J. BERLE, INC.	26 WEST 58TH ST. SALON
Thursday Jan. 30 9:00 P.M.	"MARCH OF DIMES" BALL AND ENTERTAINMENT Stars of radio, screen and stage will participate in the annual Franklin D. Roosevelt Birthday Ball for the benefit of the Greater New York Chapter of the National Foundation for Infantile Paralysis. The William Winkler nylon tulle \$1000.00 evening gown, designed by Jo Copeland, will be auctioned at the Ball. Also, auction of a Ritter-Original \$3000.00 white fox cape. Tickets: \$10.00 and \$15.00. For tickets, contact: Herbert Jennings, 149 West 51st St., CI. 6-4571.	NATIONAL FOUNDATION FOR INFANTILE PARALYSIS	HOTEL ASTOR BALLROOM
Thursday Jan. 30	DIAMOND ROOM AT BIRTHDAY BALL Golden Keys will be sold at the "March of Dimes" Ball (which commemorates the 65th birthday anniversary of Franklin D. Roosevelt), admitting guests to a display of diamonds by Van Cleef and Arpels, who have also contributed valuable diamond door prizes, for the holders of the lucky keys. For benefit of National Foundation for Infantile Paralysis. Publicity for Ball: Richard Dresselhuys, CI. 6-4571. Publicity for Diamond Room: Angela, PL. 5-0740.	VAN CLEEF & ARPELS	HOTEL ASTOR
Saturday Feb. 1 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Pre-Spring fashion show of teen-age dresses, suits and coats at a "Tricks For Teens" Fashion Show. Guests: Vin Roddie, pianist; Tony Bari, singer. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR
Week of Feb. 1	NEW YORK AVIATION SHOW The New York Aviation Show of 1947, showing personal planes, aircargo, travel and aviation equipment with related products and services. The show opens at 1:00 P.M. and runs daily thereafter from 11:00 A.M. to 10:30 P.M., except February 2, when it opens at 1:00 P.M. Admission: \$1.00 (including tax). Publicity: Frank Johnson, PL. 9-5846.	UNITED EXPOSITIONS CORP. (145 EAST 53RD STREET)	GRAND CENTRAL PALACE 480 LEXINGTON AVE.
Feb. 2	GROUNDHOG DAY (Sunday)		
Beginning Monday Feb. 3	OPENING OF SUMMER LINES These will be the only Summer lines to be shown by the Sportswear Guild, consistent with the policy of showing a single collection a season.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Feb. 3	STAR-MAID DRESSES	DAVIDOW	CHARLES W. NUDELMAN
Feb. 4	ADLER & ADLER KANE-WEILL	DAVID M. GOODSTEIN MUTUAL-ROSENBLOOM	ZOLTAN ROSENBERG SPORT-CRAFT
Feb. 5			
Feb. 6			

By appointment only. For reservations, contact individual manufacturers.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Feb. 3	FOGA TO SHOW SUMMER LINES February collections will be the only lines for the season, comprising, with the Spring and Fall, a permanent program for three seasons a year. Guild houses presenting Summer lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS, INC. LA RUE DRESSES, INC. DAVID LEONARD & LEVINE MARY LEE, INC.	MANUFACTURERS' SHOWROOMS MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC.
Feb. 3	NATIONAL NOTION AND NOVELTY EXHIBIT AT HOTEL PENNSYLVANIA (Feb. 3-Feb. 7)		
Monday Feb. 3 9:00 P.M.	SPRING FASHIONS AT BENEFIT SHOW 'Round-the-clock Spring fashions will be presented by Martin's at a benefit show at the St. George Hotel. Tickets: \$1.20. Contact: Mrs. Coate, BU. 2-1495. Publicity: Kay Connelly, TR. 5-3100, Ext. 42.	MARTIN'S BROOKLYN	ST. GEORGE HOTEL BALLROOM
Tuesday Feb. 4 1:00 P.M. Luncheon	"ACTIVITY HATS" AT LUNCHEON SHOW Eve Tartar will present "Activity Hats in Four Moods" -- custom-made millinery for walking, dancing, flirting and parading. Furs for Spring by Jaeckel. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4600, Ext. 20. Eve Tartar Publicity: Margaret Kent, RE. 4-3011. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	EVE TARTAR (676 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Feb. 5 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS Presentation of misses daytime and evening fashions selling for less than \$50.00. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Feb. 5 5:00 P.M. Cocktails	SOUTHERN HOSPITALITY COCKTAIL PARTY Party for press and toiletries buyers to celebrate the opening and to dedicate the new Williamsburg Room for Old South Perfumers at their N. Y. showroom. <u>Note change of date.</u> By invitation only. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.	OLD SOUTH PERFUMERS	347 FIFTH AVENUE 13TH FLOOR
Beginning Feb. 5	PARIS SPRING AND SUMMER OPENINGS <u>Feb. 5</u> --Balmain, Bruyere; Molyneux; Lelong; Schiaparelli. <u>Feb. 6</u> --Lanvin; Balenciaga. <u>Feb. 8</u> --Jacques Fath. <u>Feb. 11</u> --Worth. <u>Feb. 12</u> --Jacques Heim. <u>Feb. 13</u> --Jane Sylvain.	CHAMBRE SYNDICATE DE LA COUTURE	PARIS FRANCE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 6 3:00 P.M.- 7:00 P.M. Cocktails	DEBUT OF NEW JEWELITE BRUSHES The Pro-phy-lac-tic Brush Company (of Florence, Mass.) will present a new line of Jewelite Beauty Grooming Brushes to press and store executives. Press preview from 3:00 P.M. to 5:00 P.M. Open house from 4:00 P.M. to 7:00 P.M. <u>By invitation only</u> . Publicity: Elizabeth Maher Assoc., EL. 5-4248.	PRO-PHY-LAC-TIC BRUSH COMPANY	RITZ CARLTON HOTEL CRYSTAL GARDEN
Friday Feb. 7 2:30 P.M.	LECTURE: 18TH CENTURY FLOWER ARRANGEMENTS Lecture by Mrs. John R. Fisher, who is in charge of the flower arrangements in the buildings of Colonial Williamsburg. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF NEW YORK, INC.	598 MADISON AVE.
Feb. 7	BOY SCOUT ANNIVERSARY WEEK (Feb. 7-Feb. 13)		
Saturday Feb. 8 9:00 P.M.	18TH ANNUAL DANCE AND ENTERTAINMENT Eighteenth annual Press Photographers' Dance and Entertainment, with Myra Keck, Walter Thornton model chosen from over 400 entrants, presiding as Queen. Publicity: Leonard J. Morgan, Press Photographers' Assn., 220 E. 42nd St., MU. 2-3420.	PRESS PHOTOGRAPHERS' ASSOCIATION OF N.Y.	WALDORF-ASTORIA GRAND BALLROOM
Feb. 9	NATIONAL DRAMA WEEK (Feb. 9-Feb. 15)		
Monday Feb. 10 1:00 P.M. Luncheon	"BUTTERFLIES"-- SPRING FASHIONS AT LUNCHEON Presentation of a new Spring collection by D'Laurence Roth, based on the "Madame Butterfly" theme and featuring pure silks in yellow, green and blue. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Roth Publicity: Cordelia Dobyns, BR. 9-6080. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	D'LAURENCE ROTH (36 CENTRAL PK. SOUTH)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Feb. 10 4:00 P.M.	CUSTOM MILLINERY AT PRESS SHOWING Saks Fifth Avenue will present their Spring custom-order millinery to the press. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000, Ext. 141.	SAKS FIFTH AVENUE	PLACE TO BE ANNOUNCED
Tuesday Feb. 11 1:00 P.M. Luncheon	"GO LIGHTHEADED FOR SPRING" MILLINERY SHOW Peg Fischer will present her new Spring millinery during luncheon, based on the theme "Go Lightheaded for Spring". Press by invitation. Public by reservation. For reservations, contact: PL. 3-4600, Ext. 20. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER (509 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 11 2:30 P.M.	PATTERN AND FABRIC FASHION SHOW Presentation of new fashions in Vogue Patterns and Bianchini Fabrics. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 11 4:00 P.M.- 6:00 P.M. Cocktails	"FRIVOLITIES"--FASHION TOUCHES FOR SPRING "Les Nouvelles Modes du Printemps" -- press showing of Lucienne Harang's new blouses and fashion touches for Spring. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	LUCIENNE HARANG	STORK CLUB BLESSED EVENT ROOM
Wednesday Feb. 12 12:30 P.M. Luncheon	PRESS SHOWING OF DESIGNER WOOLENS Press luncheon by John Walther to present his Spring collection of woolens in costumes created by leading American designers. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday Feb. 12 1:00 P.M. Luncheon	"BEAUTY ARTS" LUNCHEON FASHION PRESENTATION Eve Wygod and her staff of hair stylists present "Headline Creations", a showing of unusual coiffures for all occasions at a luncheon fashion show. Special Bridal Finale, in collaboration with "Bride's Magazine", with gowns by Ceil Chapman and bridal coiffures by Eve Wygod. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room Headwaiter, RE. 4-5900. Love-lite Publicity: Joanne Leps, MU. 7-6865. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644.	EVE WYGOD'S LOVE-LITE BEAUTY STUDIOS	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 12 3:30 P.M. Cocktails	"PACK 'N' GO" FABRIC FASHION PRESENTATION New "Pack 'n' Go" prints, based on a travel theme -- by land, by sea, by air -- will be presented by Crown Soap 'n' Water Fabrics. For press, trade, manufacturers and buyers, by invitation only. Arrangements: Dorothea McCann, Crown Fabrics, 38 White St., CA. 6-3131. Publicity: Peter McDonnell, Inc., Empire State Building, CH. 4-8850.	CROWN SOAP 'N' WATER FABRICS	HOTEL PIERRE BALLROOM
Wednesday Feb. 12- Feb. 13	SEVENTY-FIRST ANNUAL DOG SHOW The Westminster Kennel Club's 71st annual dog show, with a 2500-dog limit. General admission: \$2.00, including tax. Contact: W. Ross Proctor, Chairman, 22 East 60th St., PL. 5-8592.	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. & 49TH STREET
Feb. 12	ABRAHAM LINCOLN'S BIRTHDAY (Wednesday) -- Banks and post office closed.		
Thursday Feb. 13 11:00 A.M.	PRESS PREVIEW: SPRING CUSTOM MILLINERY Jay Thorpe will present new Spring custom-order hats in the millinery salon on the 3rd floor. Attendance by invitation only. Publicity: Bette Benfield, CI. 7-4300.	JAY THORPE	3RD FLOOR MILLINERY SALON
Thursday Feb. 13 12:30 P.M. Luncheon	NEW HAIR BRUSH PREVIEW FOR PRESS A Valentine's Day Luncheon for the newspaper and magazine press to meet the "Love of Your Locks", brand new Hughes Hair Brush, makers of the "all-around" hair brush. Luncheon at Petit Salon, Park Lane Hotel (between 48th and 49th St. on Park Ave.) Attendance by invitation only. Publicity: Pauline Parker, LO. 3-2737.	HUGHES BRUSHES, INC.	PARK LANE HOTEL PETIT SALON
Thursday Feb. 13 12:30 P.M. Luncheon	FASHION LUNCHEON A 75th Anniversary fashion presentation by Bloomingdale's. <u>Attendance strictly by invitation.</u> Bloomingdale Publicity: Karen Hollis, VO. 5-5900; 75th Anniversary Publicity: Sara Fox, MU. 3-6526.	BLOOMINGDALE BROS.	HAMPSHIRE HOUSE COTTAGE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Feb. 14	ST. VALENTINE'S DAY (Friday).		
Friday Feb. 14 9:00 P.M.	VALENTINE BALL AND MILLINERY AUCTION A Valentine Ball for Irvington House (which cares for and rehabilitates children suffering from rheumatic fever), with the following exclusive millinery designers creating original hats on the Valentine theme to be auctioned at the Ball: Alicia (Bonwit Teller); Elizabeth Arden; Henri Bendel; Bergdorf Goodman; Lilly Dache; Walter Florell; John-Fredericks; Lenesta; Milgrim; Saks Fifth Avenue; and Sally Victor. Admission: \$10.00. For tickets, contact: LE. 2-8408. Publicity: Hilda Kassell, PL. 9-2917.	IRVINGTON HOUSE (103 PARK AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Monday Feb. 17 1:00 P.M. Luncheon	"THE TALL STORY" LUNCHEON SHOW A collection of Spring costumes and ensembles, designed by Peg Newton especially for gals of 5'7" and over, will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Peg Newton Publicity: Irene B. Press, Jack Goehring Agency, CH. 4-7658. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON (3 EAST 48TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Feb. 18 12:30 P.M. Luncheon	"LIPS OF 1947" LUNCHEON SHOW Presentation of the unique production "Lips of 1947" during luncheon, to introduce the new Guerlain lipsticks as coordinated with the Guerlain perfumes. Commentator: Maggi McNellis. Written and staged by Mona Manet. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4600, Ext. 20. Contact: E. K. Stoyanoff, Guerlain, PL. 3-4389. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	GUERLAIN, INC. (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 18 3:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF NEW MATERNITY FASHIONS "The Dream Wardrobe When You're Dressing for Two"--presentation of Page Boy's advance Spring collection. Showing at 4:00 P.M. For press and trade <u>by invitation only</u> . Publicity: Lou Friedman, WI. 7-6594.	PAGE BOY COMPANY	STORK CLUB MAIN ROOM
Feb. 19	ASH WEDNESDAY.		
Thursday Feb. 20 9:15 A.M. Breakfast	PRESS BREAKFAST AND FASHION SHOW Preview of Macy's new Spring fashions will be presented to the press during breakfast. <u>Attendance strictly by invitation</u> . Publicity: Helen Law or Terry Mayer, CH. 4-2000, Ext. 2431 or 2554.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Feb. 22	WASHINGTON'S BIRTHDAY (Saturday).		
Week Of Feb. 22- March 1	NATIONAL "SEW AND SAVE" WEEK Annual national "Sew and Save" Week will be launched in cooperation with leading manufacturers in the home sewing field, with magazine, newspaper and radio publicity, store advertising, and window displays featuring fabrics, patterns and notions. There will be cash awards totalling \$750 for the best "Sew and Save" windows. Articles to be distributed by the Red Cross will be stressed. Publicity: George Pounder, National Needlecraft Bureau, 385 Fifth Ave., LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU OF NEW YORK	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 24 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Highlights of her Spring custom-order collection will be shown during luncheon by Alice Orovan. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact: Alice Orovan, EL. 5-6415. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ALICE OROVAN (785 FIFTH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Feb. 25 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Spring and early Summer millinery will be presented by Walter Florell during luncheon. Press by invitation. Public by reservation. For reservations, contact, PL. 3-4600, Ext. 20. Florell Publicity: Burton M. Pell, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 25 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW Annual all-star show, featuring celebrities of radio, stage and screen, in addition to a gala fashion revue. Tickets from \$1.50 to \$10.00. Contact: Israel Orphan Asylum, AL. 4-8300.	ISRAEL ORPHAN ASYLUM 9274 EAST 2ND ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Tuesday Feb. 25	<u>THE TAILORED WOMAN</u> At 2:30 P.M.	742 FIFTH AVE.	PUBL.: BELLE I. GILLIS	PL. 5-2500
Wednesday Feb. 26	<u>MILGRIM</u> At 10:30 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday March 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Tuesday March 4	<u>JAY THORPE</u> At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: BETTE BENFIELD	CI. 7-4300
Wednesday March 5	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Thursday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday March 6	<u>STEIN & BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Monday March 10	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: DOROTHY IVERSON	EL. 5-6800

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 26 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Russeks will present new millinery fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Monday March 3 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING De Pinna's annual Spring fashion show during luncheon, presenting junior and debutante fashions, and clothes for town and spectator sports. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL IRIDIUM ROOM
Wednesday March 5 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION The Tailored Woman will present a fashion show during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Monday March 10- March 15	"FASHIONATA OF 1947"-- THIRD ANNUAL SHOW Rich's, Atlanta, will present its colorful fashion extravaganza under the firm's copyrighted caption "Fashionata of 1947" for the third successive year, with six evening performances and two matinees, the latter on Wednesday and Saturday. Saluting American fashion creators and emphasizing their continuing contribution to fashion progress, the theme of the new show will have world-wide implications, dramatizing the travel theme in a variety of fascinating settings--written in 6 acts with 23 scenes. Writer, director and producer: Frances Bemis. Settings: Albert Ostrander. Music: Dolph Gobel. Sponsored by Young Matrons' Circle on behalf of Tallulah Falls School. Contact: Mrs. Willard C. Patterson, Director of Public Relations, Rich's, Atlanta.	RICH'S ATLANTA, GEORGIA	ERLANGER THEATRE ATLANTA
Tuesday March 11 1:00 P.M. Luncheon	"SUMMER SILHOUETTES"-- MILLINERY FASHIONS Showing of Summer Silhouettes in Laddie Northridge's new millinery for town and travel. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4600, Ext. 20. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 11- March 12	FIRST POST-WAR LEATHER SHOW Seventy-four members of the Tanners' Council will participate in the first showing of leather since 1942. Contact: BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	HOTEL COMMODORE
Wednesday March 12 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Spring and early Summer millinery will be presented by Aranka during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Aranka, PL. 8-2966. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC. (19 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday
Jan. 24 PREMIERE: "THE MAN I LOVE" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Brothers musical drama about a woman's devotion to a handsome but selfish and weak man. Cast includes Ida Lupino, Robert Alda, Andrea King. Producer: Arnold Albert. Director: Raoul Walsh. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Saturday
Jan. 25 PREMIERE: "SWELL GUY" (Movie) WINTER GARDEN THEATRE, B'WAY & 50TH ST.
Universal-International release, starring Sonny Tufts and Ann Blyth, with Ruth Warrick and William Gargan, in the story of a war hero, likeable and worthless, who returns to his home town with a reputation for courage and unselfishness which he does not deserve. There will be a special performance on Friday, January 24th, at 8:30 P.M. for the benefit of the Damon Runyon Memorial Cancer Fund. Producer: Mark Hellinger. Director: Frank Tuttle. Costumes: Yvonne Wood. Publicity: Al Horwits, CI. 7-7100.

Sunday
Jan. 26 ACTORS' FUND BENEFIT SHOW MAJESTIC THEATRE, 44TH ST. W. OF B'WAY
Sixty-fifth annual all-star benefit show for the Actors' Fund of America, with Mischa Auer, Frank Fay, Lew Parker, Ed Sullivan, Basil Rathbone, Bert Lahr, Johnny Downs, Beatrice Lillie, Zero Mostel, Eddie Dowling, Robert Merrill, Jane Pickens, Maggi McNellis, the "Call Me Mister" ensemble, Bess Myerson, others. Contact: LO. 5-2246.

Monday
Jan. 27-
Feb. 1 TWELFTH WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Mon. Jan. 27 at 8:15 P.M.--IL TROVATORE. Roman, Harshaw, Bjoerling.
Tues. Jan. 28 NO PERFORMANCE WILL BE GIVEN.
Wed. Jan. 29 at 8:30 P.M.--LA TRAVIATA. Sayao, Melton, Tibbett.
Thurs. Jan. 30 at 8:00 P.M.--TRISTAN UND ISOLDE. Traubel, Melchior.
Fri. Jan. 31 at 1:30 P.M.--LA TRAVIATA. Albanese, Melton, Merrill.
Fri. Jan. 31 at 8:00 P.M.--THE WARRIOR: HANSEL UND GRETEL.
Sat. Feb. 1 at 2:00 P.M.--ROMEO ET JULIETTE. Sayao, Bjoerling.
Sat. Feb. 1 at 7:45 P.M.--DIE MEISTERSINGER. Varnay, Svanholm.
Publicity: Margaret Carson, PE. 6-1200.

Wednesday
Jan. 29 OPENING: "ALL MY SONS" CORONET THEATRE, 49TH ST. WEST OF B'WAY
Harold Clurmer, Elia Kazan, Walter Fried, in association with Herbert H. Harris, present a new drama by Arthur Miller, with Beth Merrill, Ed Begley, J. Arthur Kennedy, Dudley Sadler and Lois Wheeler. The theme of the play is based on a man's responsibility to society as a whole when opposed to his family responsibilities. Director: Elia Kazan. Costumes: Paul Morrison. Publicity: James Proctor, VA. 6-5084.

Monday
Feb. 3 OPENING: "IT TAKES TWO" BILTMORE THEATRE, 47TH ST. W. OF B'WAY
Richard Aldrich and George Abbott present a new comedy by Virginia Faulkner and Dana Suesse about a young couple, and the housing shortage, with Martha Scott, Hugh Marlowe and Vivian Vance. Director: George Abbott. Costumes: The Mannequin. Publicity: Richard Maney, WI. 7-6939.

Tuesday
Feb. 4 OPENING: "JOHN LOVES MARY" BOOTH THEATRE, 45TH ST. W. OF B'WAY
Richard Rodgers and Oscar Hammerstein 2nd, in association with Joshua Logan, present a new comedy by Norman Krasna in which a young soldier returns from overseas with an English bride "de convenance" to explain to his American fiancée. Cast includes William Prince, Tom Ewell, Loring Smith, Rita Lupino and Harry Bannister. Costumes: Lucinda Ballard. Publicity: Michael Mok, CI. 6-7889.